

# WILFRED OCHUKO

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## PROFESSIONAL SUMMARY

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Data Analyst with 4+ years of experience delivering revenue growth, cost optimization, and performance insights across healthcare, public sector, SaaS, and retail environments. Specialized in financial analytics, predictive modeling, customer intelligence, and executive dashboard development using Python, SQL, Power BI, Excel, and R. Proven track record of increasing revenue by up to 15%, improving reporting efficiency by 40%, and enhancing forecasting accuracy through data-driven strategies. Adept at translating complex analytical findings into clear business recommendations for senior leadership and cross-functional teams.

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## PROFESSIONAL EXPERIENCE

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### **Freelance Data Analyst**

*January 2021 – Present*

- Delivered end-to-end analytics solutions for clients across retail, healthcare, fintech, and education sectors.
- Built Customer Lifetime Value (CLV) and RFM segmentation models to identify high-value customer segments.
- Designed predictive models in Python to forecast revenue and identify churn risk.
- Conducted statistical hypothesis testing and A/B analysis to evaluate marketing campaign effectiveness.
- Developed interactive Power BI dashboards to visualize performance metrics and support executive decision-making.
- Reduced manual reporting workload for clients by automating data workflows using Excel and Python.

**Tools Used:** Excel, Python, SQL, Power BI, R, Tableau

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### **Data Analyst**

*Edo State Government House | Apr 2024 – Nov 2024*

- Analyzed budget allocations using Advanced Excel financial modeling, identifying 12% cost-optimization opportunities through variance and trend analysis.
- Built interactive Power BI dashboards tracking revenue streams, expenditure trends, and budget performance, reducing executive reporting preparation time by 35%.

- Conducted variance analysis between projected and actual financial performance, uncovering spending inefficiencies that improved budget accuracy by 18%.
- Developed revenue forecasting models using historical financial datasets, increasing budget planning precision for subsequent fiscal periods.
- Automated recurring financial reporting processes in Excel, improving reporting efficiency and reducing manual errors by 25%.
- Presented data-driven insights to senior leadership, enabling faster and more informed financial decision-making.

**Tools Used:** Advanced Excel, Power BI, Financial Modeling, Forecasting, Statistical Analysis

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#### **Data Analyst (Business & Sales Analytics)**

Riant Eye Clinic (Multi-Branch Operations) | Nov 2024 – Nov 2025

- Analyzed multi-branch sales and operational data across 4 clinic locations, identifying revenue growth opportunities that contributed to a 15% increase in monthly revenue.
- Built performance dashboards in Power BI and Tableau tracking sales conversion rates, service profitability, and customer retention metrics.
- Conducted customer segmentation and service utilization analysis, leading to targeted promotions that increased repeat visits by 20%.
- Designed branch-level KPI tracking models in Excel to monitor sales performance, marketing ROI, and operational efficiency.
- Applied statistical analysis using Python to evaluate service performance trends and forecast patient demand patterns.
- Automated weekly performance reporting across locations, reducing reporting turnaround time by 40%.

**Tools Used:** Excel (Advanced Modeling), Power BI, Tableau, Python, SQL

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#### **Data Analyst (Remote)**

StratEdge Analytics | Feb 2023 – Jun 2024

- Queried and analyzed large transactional datasets using SQL to support SaaS product performance evaluation.
- Developed revenue forecasting and churn prediction models using Python, improving customer retention insights by 22%.
- Built executive dashboards in Power BI and Tableau to monitor KPIs including user acquisition, lifetime value, and product engagement.
- Conducted A/B testing analysis to evaluate feature rollouts, identifying statistically significant improvements in user conversion rates.
- Performed time-series trend analysis to support product roadmap planning and strategic growth decisions.
- Collaborated with cross-functional teams (product, marketing, finance) to deliver actionable insights from data.

**Tools Used:** SQL, Python, Power BI, Tableau, Excel, Statistical Modeling

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### **Junior Data Analyst (Remote)**

**InsightGrid Consulting | May 2022 – Jan 2023**

- Cleaned and structured raw sales and operational datasets using Excel and SQL, improving data accuracy by 30%.
- Created automated Excel dashboards using PivotTables and advanced formulas to track sales and performance metrics.
- Supported business analysis by generating weekly KPI reports for retail and fintech clients.
- Assisted in revenue trend analysis and customer behaviour studies to support growth strategy initiatives.
- Contributed to the implementation of standardized reporting frameworks across client projects.

**Tools Used:** Excel (Advanced), SQL, Data Cleaning, Reporting Automation

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## **SELECTED PROJECTS**

### [Customer Intelligence & E-commerce Profitability Dashboard \(Excel\)](#)

- Engineered an automated CLV & RFM model for 10,000+ transactions, identifying \$7.84M in revenue and 601 VIP customers.
- Built a dynamic "What-If" Scenario Tool to forecast the revenue impact of a 5% retention increase.
- Developed an executive dashboard with automated data cleaning and 12-month cohort retention analysis.

### [Fraud Detection & Risk Predictive Modeling \(Python\)](#)

- Implemented classification models (Logistic Regression, Random Forest) to detect fraudulent transactions with high precision.
- Improved detection accuracy through feature engineering and model evaluation using ROC-AUC and Precision-Recall metrics.
- Delivered explainability insights to help stakeholders understand high-risk variables and financial leakage.

### [Healthcare Readmission & Patient Risk Prediction \(Python\)](#)

- Developed predictive models identifying high-risk readmission cases using Python and advanced statistical methods.
- Performed feature engineering on patient datasets to support clinical resource allocation and care planning.
- Translated complex model outputs into business-oriented insights for clinical leadership.

## Global Sales & Business Intelligence Dashboard (R + Power BI)

- Performed end-to-end ETL (data cleaning/transformation) in R using the Tidyverse suite.
  - Built an interactive Power BI dashboard for global sales analytics, tracking regional profitability and year-over-year growth.
  - Integrated multi-source datasets (Superstore.csv) to deliver a unified view of organizational KPIs.
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## **EDUCATION**

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UNIVERSITY OF BENIN – Edo State, Nigeria.

Doctor of Optometry | 2023

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## **CERTIFICATIONS**

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Google Data Analytics Professional Certificate - Coursera | 2023

IBM Data Science Professional Certificate - Coursera | 2023

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## **TECHNICAL SKILLS & ANALYTICAL EXPERTISE**

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- **Languages & Databases:** SQL (MySQL, PostgreSQL), Python (Pandas, NumPy, Scikit-learn, Matplotlib, Seaborn, Statsmodels, Plotly), R (Tidyverse, ggplot2, dplyr).
  - **BI & Visualization:** Power BI (DAX, Power Query), Tableau, Advanced Excel (Financial Modeling, VBA), Git/GitHub.
  - **Data Methodologies:** EDA (Exploratory Data Analysis), Data Cleaning & ETL, Statistical Analysis, Hypothesis Testing, A/B Testing, Experiment Design.
  - **Advanced Analytics:** Customer Lifetime Value (CLV) Modeling, RFM Segmentation, Time Series Forecasting, Predictive Modeling, Regression Analysis.
  - **Business Intelligence:** KPI Reporting, Dashboard Development, Data Storytelling, Revenue & Profitability Analytics.
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## **REFERENCES**

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Available on Request.